

Motivating smokers to quit : effectiveness and feasibility of a web-based multiple tailored smoking cessation programme and tailored counselling by practice nurses

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Motivating smokers to quit

Effectiveness and feasibility of a web-based multiple tailored smoking cessation programme and tailored counselling by practice nurses

1. As high rates of attrition are the most important threat for the potential effectiveness of Internet-based computer-tailored smoking cessation programmes, a necessary first step towards long-term smoking abstinence is to develop strategies that improve smokers' retention in these programmes (*this thesis*).
2. The choice for a particular recruitment strategy should be informed by the characteristics of the target population the intervention was developed for (*this thesis*).
3. Without knowing society's willingness to pay per additional ex-smoker, the results from cost-effectiveness studies cannot fully be interpreted (*this thesis*).
4. Patients' willingness to participate in smoking cessation interventions offered in primary care is positively associated with practice nurses' willingness to implement these interventions in their daily practice (*this thesis*).
5. Smokers in the contemplation stage of change may benefit more from interventions tailored to their individual characteristics than from stage-based interventions (*this thesis*).
6. While practice nurses' high involvement with their patients deserves a lot of praise, it can hamper objective research towards the effectiveness of smoking cessation interventions that deviate from usual care.
7. Considering the unstable policies regarding the financial reimbursement of smoking cessation care, health professional's participation in studies towards the effectiveness of smoking cessation interventions is mainly driven by altruism.
8. Collaborations with the tobacco industry cannot result in reliable actions towards a smoke free future.
9. Intrinsic motivation is a necessary prerequisite for successfully completing a dissertation.
10. Honesty is the best policy, also in science.
11. Variety is the spice of life.